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Response to Office Action Dated 04/01/2005

**In the Claims**

1. (original) A system comprising:

a plurality of web servers, each storing a plurality of web pages and returning selected ones of the plurality of web pages to a plurality of requesting client devices;

a central logging server coupled to the plurality of web servers;

wherein each of the plurality of web pages for which centralized logging is desired includes a reference to content stored on the central logging server; and

wherein the central logging server logs accesses to the plurality of web servers upon receipt, from the requesting client devices, of a request for the content.

2. (original) A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are coupled together via the Internet.

3. (original) A system as recited in claim 1, wherein the reference has embedded therein information identifying usage of the web by a user initiating a request for a web page.

4. (original) A system as recited in claim 1, wherein the central logging server further logs information received in a cookie accompanying the request for the content.

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1           5. (original) A system as recited in claim 1, wherein the reference  
2 comprises a Hypertext Markup Language (HTML) tag.

3  
4           6. (original) A system as recited in claim 1, wherein each of the  
5 plurality of web servers further logs information regarding the request locally.

6  
7           7. (original) A system as recited in claim 1, wherein the reference  
8 comprises a reference to a transparent graphic image.

9  
10          8. (original) A method comprising:  
11 receiving a request for a document; and  
12 returning, in response to the request, the document including a reference to  
13 content that causes information regarding the request for the document to be  
14 logged at a remote logging server.

15  
16          9. (original) A method as recited in claim 8, wherein the reference  
17 comprises a reference to content stored at the remote logging server.

18  
19          10. (original) A method as recited in claim 8, wherein the reference  
20 comprises a reference to a transparent graphic image.

21  
22          11. (original) A method as recited in claim 8, wherein the reference  
23 comprises a reference to a graphic image located at the remote logging server.  
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1 12. (original) A method as recited in claim 8, further comprising  
2 logging the information regarding the request locally.

3  
4 13. (original) A method as recited in claim 8, wherein the information  
5 regarding the request comprises information identifying usage of the web by a user  
6 initiating the request.

7  
8 14. (original) A method as recited in claim 8, wherein the reference  
9 comprises a Hypertext Markup Language (HTML) tag.

10  
11 15. (original) A method as recited in claim 8, wherein the document  
12 comprises a web page.

13  
14 16. (original) One or more computer-readable memories containing a  
15 computer program that is executable by a processor to perform the method recited  
16 in claim 8.

17  
18 17. (original) A method, implemented in a logging server, comprising:  
19 receiving a request for content, the request having been submitted so that  
20 access to a web page on another server could be logged;  
21 logging information embedded in the request; and  
22 responding to the request with the content.  
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1 18. (original) A method as recited in claim 17, wherein the receiving  
2 comprises receiving the request from a client computing device.

3  
4 19. (original) A method as recited in claim 17, wherein the information  
5 embedded in the request comprises information regarding what content was being  
6 rendered when the web page was accessed.

7  
8 20. (original) A method as recited in claim 17, wherein the information  
9 embedded in the request comprises information identifying usage of the web by a  
10 user initiating the request.

11  
12 21. (original) A method as recited in claim 17, further comprising:  
13 receiving a cookie along with the request; and  
14 logging information included in the cookie.

15  
16 22. (original) A method as recited in claim 17, wherein the content  
17 comprises a transparent graphic image.

18  
19 23. (original) A method as recited in claim 17, wherein the responding  
20 comprises returning a small response to a device the request was received from.

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1           24.   (original) A method as recited in claim 17, wherein the responding  
2 comprises returning a response of less than 50 bytes to a device the request was  
3 received from.

4  
5           25.   (original) One or more computer-readable memories containing a  
6 computer program that is executable by a processor to perform the method recited  
7 in claim 17.

8  
9           26.   (original) A method comprising:  
10        sending a request to access a web page at a first server;  
11        receiving the web page including an indication of additional content to be  
12 obtained from a second server so that access to the web page can be logged at the  
13 second server; and  
14        sending another request to the second server for the additional content.

15  
16           27.   (original) A method as recited in claim 26, wherein the other request  
17 has embedded therein information identifying usage of the web by a user initiating  
18 the request.

19  
20           28.   (original) A method as recited in claim 26, further comprising  
21 sending, as part of the other request, a cookie that is associated with a plurality of  
22 servers including the second server.  
23  
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1           29. (original) One or more computer-readable memories containing a  
2 computer program that is executable by a processor to perform the method recited  
3 in claim 26.

4  
5           30. (original) A method of tracking web usage, the method comprising:  
6 adding, to each of a plurality of web pages, a reference to content stored at  
7 a central logging server; and

8 logging, at the central logging server, information embedded in the  
9 reference, wherein the central logging server is accessed by a remote device to  
10 obtain the content when any of the plurality of web pages is rendered.

11  
12           31. (original) A method as recited in claim 30, wherein the information  
13 regarding the request comprises information identifying usage of the web by a user  
14 initiating the request.

15  
16           32. (original) A method as recited in claim 30, wherein the adding  
17 comprises, for each web page, adding the reference in an area outside of the  
18 formatting of the web page

19  
20           33. (original) A method as recited in claim 30, wherein the adding  
21 comprises, for each web page, adding the reference at the end of the web page.  
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1           34. (original) One or more computer-readable memories containing a  
2 computer program that is executable by a processor to perform the method recited  
3 in claim 30.

4  
5           35. (original) A method comprising:  
6 including, in a web page to be stored at a web server, a reference to content  
7 stored on a logging server, the reference having embedded therein an indication to  
8 the logging server that the web server was accessed.

9  
10          36. (original) A method as recited in claim 35, wherein the reference  
11 further has embedded therein information identifying usage of the web by a user  
12 initiating the access to the web server.

13  
14          37. (original) A method as recited in claim 35, wherein the reference  
15 comprises a Hypertext Markup Language (HTML) tag.

16  
17          38. (original) One or more computer-readable memories containing a  
18 computer program that is executable by a processor to perform the method recited  
19 in claim 35.

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1 39. (currently amended) A ~~computer readable medium method for~~  
2 ~~centralized network usage tracking, comprising: having stored thereon a web page,~~  
3 ~~the web page including portions that, when interpreted by a plurality of~~  
4 ~~instructions being executed by one or more processors, causes the plurality of~~  
5 ~~instructions to perform acts including:~~

6 configuring a webpage to include a tracking tag, wherein the tracking tag  
7 comprises information about transmission of the webpage from a server to a client;

8 transmitting, in response to a request by the client, the webpage including  
9 the tracking tag from the server to the client;

10 rendering the webpage on the client, wherein the rendering comprises  
11 requesting delivery, by a logging server, of content identified by the tracking tag;  
12 and

13 receiving the tracking tag at the logging server and logging the information  
14 included within the tracking tag.

15 indicating to a centralized logging server that a web server hosting the web  
16 page has been accessed.

17  
18 40. (currently amended) A ~~computer readable medium as recited in~~  
19 ~~claim 39, wherein the plurality of instructions comprises a web browser. The~~  
20 method of claim 39, wherein the tracking tag additionally comprises:

21 parameters, comprising identification of the server.  
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1        41. (currently amended) ~~A computer readable medium as recited in~~  
2 ~~claim 39, wherein one of the portions includes a reference to content stored on the~~  
3 ~~centralized logging server, and wherein the indicating comprises requesting the~~  
4 ~~content from the centralized logging server. The method of claim 39, wherein~~  
5 ~~configuring the webpage to include the tracking tag comprises:~~

6        locating the tracking tag at the end of the webpage outside of formatting of  
7 the webpage.

8  
9        42. (currently amended) ~~A computer readable medium as recited in~~  
10 ~~claim 41, wherein the reference includes information regarding what content was~~  
11 ~~being rendered as part of the web page. The method of claim 39, wherein logging~~  
12 ~~the information on the tracking tag is performed by the logging server for tracking~~  
13 ~~tags sent by a plurality of servers to a plurality of clients.~~

14  
15        43. (currently amended) ~~A computer readable medium as recited in~~  
16 ~~claim 41, wherein the reference includes information identifying the web server.~~  
17 The method of claim 39, additionally comprising:

18        sending a trivial response from the logging server to the client, thereby  
19 minimizing resource expenditures by the client in rendering the response.  
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EPC &amp; ENTER, FILE

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1        44. (currently amended) ~~A computer-readable medium as recited in~~  
2 ~~claim 39, wherein one of the portions includes a reference to content stored on~~  
3 ~~another web server. The method of claim 39, wherein the rendering additionally~~  
4 ~~comprises:~~

5        displaying portions of the webpage as they are received;

6        receiving a trivial response from the logging server in response to the  
7 requested delivery; and

8        rendering the trivial response.

9  
10       45. (original) ~~A computer-readable medium as recited in claim 39,~~  
11 ~~wherein the plurality of instructions includes a Hypertext Markup Language~~  
12 ~~(HTML) tag. The method of claim 39, wherein the tracking tag additionally~~  
13 ~~comprises a name of a program on the logging server that logs the tracking tag.~~